

## CLAIMS

What Is Claimed Is:

1. An apparatus for facilitating viewer and/or listener interaction, comprising:

a receiver for receiving at least one of a broadcast of at least one of a program, an event, a game, and information, from a broadcasting system, and a transmission of information from a central processing computer;

a communication device for facilitating communication between a viewer or listener and at least one of a participant in, and an individual located at a venue of, the at least one of a program, an event, and a game;

an input device for inputting at least one of viewer or listener interactive information and viewer or listener participation information;

a processor for processing the at least one of viewer or listener interactive information and viewer or listener participation information; and

a transmitter for transmitting the at least one of viewer or listener interactive information and viewer or listener participation information to the central processing computer.

2. The apparatus of claim 1, wherein the viewer or listener participates in at least one of a program, an event, and a game, at least one of alone and in conjunction with another individual.

3. The apparatus of claim 2, wherein the receiver receives information regarding at least one of a prize, winnings, and compensation, for the viewer's or listener's at least one of interaction with, and participation in, the at least one of a program, an event, and a game.

4. The apparatus of claim 1, wherein the at least one of a program, an event, and a game, is at least one of a television program, a radio program, a program, an

event, a game, a game show, a sporting event, a television show, a television game show, a radio game show, a movie, a marketing program, an infomercial, an advertisement, and a commercial.

5. The apparatus of claim 1, wherein the apparatus is at least one of an interactive television, an interactive radio, a computer, a personal computer, a telephone, a wireless telephone, a personal digital assistant, a video telephone, a videophone, a television, a radio, a two-radio, a personal communication device, a wireless device, a handheld device, a palm-top device, and a watch.

6. The apparatus of claim 1, wherein at least one of the participant and the individual is at least one of an actor, a host, a director, a newscaster, a broadcaster, an event performer, a performer, a game contestant, a game player, an athlete, a professional sports athlete, a professional sports player, an amateur sports athlete, and an amateur sports player.

7. The apparatus of claim 1, wherein the venue is at least one of a studio, a set, a stage, a performance

hall, a stadium, a arena, a playing field, and a playing court.

8. The apparatus of claim 1, wherein the viewer or listener communicates with at least one of the participant and the individual by at least one of voice conversation, telephone conversation, videophone conversation, audio and video telephone conversation, Internet telephony conversation, speaking directly with an individual, text messaging, instant messaging, e-mail message, and facsimile messaging.

9. The apparatus of claim 1, wherein the broadcasting system comprises at least one of a camera, a video recording device, a microphone, an audio recording device, and a transmitter.

10. An apparatus for facilitating viewer and/or listener interaction, comprising:

a receiver for receiving at least one of viewer or listener interactive information and viewer or listener participation information regarding at least one of an anticipated next play and an anticipated activity in at

least one of a program, an event, and a game, wherein the at least one of viewer or listener interactive information and viewer or listener participation information is received from a user device associated with the viewer or listener;

a processor for processing the at least one of viewer or listener interactive information and viewer or listener participation information, wherein the processor compares the at least one of viewer or listener interactive information and viewer or listener participation information with at least one of a play, an activity, and an answer, which occurs in the at least one of a program, an event, and a game, and further wherein the processor compiles a score indicative of a viewer's or listener's ability to correctly anticipate at least one of a play, an activity, and an answer, in the at least one of a program, an event, and a game, and further wherein the processor determines at least one of a prize, winnings, and compensation, earned by the viewer or listener, and further wherein the processor generates a report containing information regarding the viewer's or listener's score and at least one of a prize, winnings, and compensation, earned by the viewer or listener; and

a transmitter for transmitting the report to the user device.

11. The apparatus of claim 10, wherein the at least one of a play, an activity, and an answer, is at least one of a play, an action, an activity, and an answer, in at least one of a game, a sporting event, a game show, and a contest.

12. The apparatus of claim 10, wherein the at least one of a program, an event, and a game, is at least one of a television program, a radio program, a program, an event, a game, a game show, a sporting event, a television show, a television game show, a radio game show, a movie, a marketing program, an infomercial, an advertisement, and a commercial.

13. The apparatus of claim 11, wherein the user device is at least one of an interactive television, an interactive radio, a computer, a personal computer, a telephone, a wireless telephone, a personal digital assistant, a video telephone, a videophone, a television, a radio, a two-radio, a personal communication device, a

wireless device, a handheld device, a palm-top device, and a watch.

14. The apparatus of claim 10, wherein the at least one of a program, an event, and a game, is broadcast to the user device by a broadcasting system.

15. The apparatus of claim 14, wherein the broadcasting system comprises at least one of a camera, a video recording device, a microphone, an audio recording device, and a transmitter.

16. The apparatus of claim 10, wherein the processor processes information regarding multiple at least one of plays, activities, and answers.

17. An apparatus for facilitating viewer and/or listener interaction, comprising:

a receiver for receiving at least one of viewer or listener interactive information, wherein the viewer or listener interactive information contains information regarding a viewer's or listener's selection of at least one of a viewing at least one of camera, video camera,

television camera, and video recorder, a viewer's or listener's selection of at least one of a listening at least one of a microphone and audio recorder, and a viewer's or listener's request to view an instant reply, from a user device associated with the viewer or listener;

a processor for processing the viewer or listener interactive information, wherein the processor generates a control signal in response to the viewer or listener interactive information, wherein the control signal controls the selection of the at least one of a viewing at least one of camera, video camera, television camera, and video recorder, a listening of at least one of microphone and audio recorder, and a viewing of an instant replay; and

a transmitter for at least one of broadcasting at least one of a program, an event, a game, and a portion of the at least one of a program, an event, a game, from the viewer or listener selected at least one of camera, video camera, television camera, video recorder, microphone, and audio recorder, and transmitting the viewer or listener selected instant reply, to the user device.



18. The apparatus of claim 17, wherein the at least one of a program, an event, and a game, is at least one of a television program, a radio program, a program, an event, a game, a game show, a sporting event, a television show, a television game show, a radio game show, a movie, a marketing program, an infomercial, an advertisement, and a commercial.

19. The apparatus of claim 17, wherein the user device is at least one of an interactive television, an interactive radio, a computer, a personal computer, a telephone, a wireless telephone, a personal digital assistant, a video telephone, a videophone, a television, a radio, a two-radio, a personal communication device, a wireless device, a handheld device, a palm-top device, and a watch.

20. The apparatus of claim 17, wherein the at least one of a program, an event, and a game, is broadcast to the user device from a broadcasting system, and further wherein the broadcasting system comprises at least one of a camera, a video recording device, a microphone, an audio recording device, and a transmitter.